

CLAIM AMENDMENTS:

The following listing of claims will replace all prior versions, and listings, of claims in the application:

1-13. (Canceled).

14. (Currently amended) A method comprising:

receiving at a user device a hot key signal from an interactive television ~~provider's~~ network of an interactive television network provider, wherein the hot key signal comprises an ~~[[I]]internet [[P]]protocol (IP) data packet, the Internet Protocol IP~~ data packet having a header portion and a body portion, the body portion having a data field indicating a location for the of additional content, ~~the hot key signal related to an advertisement being viewed by a user of the user device as a first full-screen video programming~~, the hot key signal indicating availability of the additional content, ~~the additional content comprising an additional advertisement that is longer than the advertisement;~~

determining, at a user device, whether the hot key signal is relevant to the user independent of any request by the user of the user device for the additional content, ~~but wherein the determination is based at least in part on whether the additional content is related to the an advertisement being displayed, whether the hot key signal is relevant to the user;~~

responsive to determining that the hot key signal is relevant to the user, displaying ~~on~~ with an electronic program guide (EPG) a screen a screen of the user device a hot key icon indicating ~~that the hot key signal has been received and the the~~ availability of the additional content, wherein the additional content is viewable by the user at any time specified by the user; and

responsive to receiving an indication that the ~~hot key~~ additional content is accepted by the user, displaying ~~on the screen~~ the additional content as ~~second full-screen video programming~~.

15. (Canceled).

16. (Currently amended) The method of claim 14, wherein determining whether the hot key signal is relevant to the user further comprises determining whether a destination address ~~for~~ of the hot key signal is an address of the user device.

17-34. (Canceled).

35. (Currently amended) A system comprising:

a receiver portion to receive a hot key signal ~~related to an advertisement~~, wherein the hot key signal comprises an ~~[[I]]internet [[P]]protocol (IP) data packet, the Internet Protocol IP data packet having a header portion and a body portion, the body portion having a data field indicating a location of an additional advertisement for the additional content, the hot key signal indicating availability of the additional content comprising an additional advertisement that is longer than the advertisement; and~~

a processor, ~~the processor to for:~~

~~determining determine whether the hot key signal is relevant to a user of an interactive television (TV) provider currently viewing the advertisement, the determining independent of any request by the user for the additional content, but based at least in part on whether the additional content advertisement is related to the a displayed advertisement[[,]];~~

~~responsive to determining the determination that the hot key signal additional advertisement is relevant to the advertisement user, display displaying on a screen with an electronic program guide (EPG) a hot key icon indicating that the hot key signal has been received and the availability of the additional content advertisement, wherein the additional advertisement is viewable by a user at any time specified by the user[[,]];~~ and

~~responsive to receiving an indication that the hot key additional advertisement is accepted by the user, displaying display on the screen the additional advertisement content as full-screen video programming.~~

36-53. (Canceled).

54. (Currently amended) A machine readable medium having stored thereon a series of instructions, ~~the instructions, that~~ when executed by a processor, cause the processor to:

receive a hot key signal ~~related to an advertisement~~, wherein the hot key signal comprises an ~~[[I]]internet [[P]]protocol (IP)~~ data packet, the ~~Internet Protocol~~ IP data packet having a header portion and a body portion, the body portion having a data field indicating a location ~~for the~~ of additional content, the hot key signal indicating availability of the additional content comprising an additional advertisement ~~that is longer than the advertisement~~;

determine whether the hot key signal is relevant to a user ~~of an interactive television (TV) provider currently viewing the advertisement~~, wherein the determination is independent of any request by the user for the additional content, but wherein the determination is based at least in part on whether the additional content is related to the a displayed advertisement;

responsive to ~~determining the determination that~~ the hot key signal is relevant to the user, display ~~on a screen with an electronic program guide (EPG)~~ a hot key icon indicating ~~that the hot key signal has been received and the availability of the additional content, wherein the additional content is viewable by the user at any time specified by the user~~; and

responsive to ~~receiving~~ an indication that the ~~hot key~~ additional content is accepted by the user, display ~~on the screen the additional content as full-screen video programming~~.

55-65. (Canceled).

66. (New) The method of claim 14, further comprising prior to receiving the hot key signal, remitting a hot key user fee to a provider of the hot key.

67. (New) The method of claim 14, wherein displaying with the EPG the hot key icon further comprises displaying the hot key icon within or adjacent to the EPG.

68. (New) The method of claim 67, further comprising displaying within or adjacent to the EPG an indication of a manner in which the user can accept or decline the additional content.

69. (New) The method of claim 68, further comprising, in response to user acceptance of the additional content, displaying within or adjacent to the EPG an informational message informing the user of related alternate content that is available to be viewed.

70. (New) The system of claim 35, wherein the processor is to, prior to receiving the hot key signal, remit a hot key user fee to a provider of the hot key.

71. (New) The system of claim 35, wherein displaying with the EPG the hot key icon further comprises displaying the hot key icon within or adjacent to the EPG.

72. (New) The system of claim 71, wherein the processor is further to display, within or adjacent to the EPG, an indication of a manner in which the user can accept or decline the additional content.

73. (New) The system of claim 72, wherein the processor is further to, in response to user acceptance of the additional content, display within or adjacent to the EPG an informational message informing the user of related alternate content that is available to be viewed.

74. (New) The machine readable medium of claim 54, further comprising instructions to, prior to receiving the hot key signal, remit a hot key user fee to a provider of the hot key.

75. (New) The machine readable medium of claim 54, wherein the instructions to display with the EPG the hot key icon further comprises instructions to display the hot key icon within or adjacent to the EPG.

76. (New) The machine readable medium of claim 75, further comprising instructions to display, within or adjacent to the EPG, an indication of a manner in which the user can accept or decline the additional content.

77. (New) The machine readable medium of claim 76, further comprising instructions to display, within or adjacent to the EPG, an informational message informing the user of related alternate content that is available to be viewed in response to user acceptance of the additional content,.